

ABSTRACT

CREATIVE PROJECT: Just You Weight: A Transmedia Experience

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This project used design thinking strategies and empathy research to interview overweight women, ages 18-30, about their representation in current media, their experience with weight bias, and their _____. These stories were analyzed through the lens of transmedia storytelling, a type of journalism that unfolds across multiple platforms and allows users to have various entry points to the story. A transmedia story was designed to share the perspectives of these overweight women. The transmedia story consists of a podcast, a website, a blog, and a social media campaign.